

ABSTRACT

To provide a system, apparatus, and method enabling active e-commerce including network auctions. First, when
5 a transaction fails to be established by an auction, a sponsor resets a minimum reserve lower based on the highest bid and automatically proceeds to a re-auction. At this time, a description introducing the product for auction, the category of the product, the auction period,
10 and other auction conditions are changed in accordance with need. Due to this, the percentage of transactions established becomes higher. Also, when an auction is successfully concluded, the sponsor transmits information of the successfully bid product, information of the
15 submitter, and information of the successful bidder to a shipper. The shipper calculates a shipping fee, calculates an insurance fee from the successful bid, finds a scheduled pickup date and time and scheduled delivery date time for the actual shipping, and returns
20 this information. The sponsor transmits this information added to the information of result of the successful bid to the submitter and the successful bidder. The submitter and the successful bidder need only make payment and pack and send the product, so there is no troublesome
25 procedures and the actual transaction of the product can

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